

## **Historic, Archive Document**

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1950



# CALIFORNIA FUCHSIAS

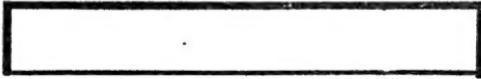
*from the Gardens of . . .*

**JOE PLUMMER**

115 CHORRO STREET

**SAN LUIS OBISPO, CALIFORNIA**

MEMBER BOTH AMERICAN AND  
CALIFORNIA FUCHSIA SOCIETIES



## Purple Group

**BLUE DANCING DOLL**--small flowers, profuse bloomer.

**BLUE GOWN**--double, deep blue.

**BLUE MOON**--semi-double.

**CONSTANCE**--semi-double, free blooming, easy.

**DAMSON**--double, deep purple.

**THE DOWAGER**--giant double 1949.

**ECSTACY**--pale double, two toned.

**LORD BURTON**--single, dark purple, unusual

**LUCKY STRIKE**--bluish purple, profuse bloomer.

**MISS PRIM**--double, excellent for pots.

**OTTO**--single, blue violet.

**TITANIC**--giant double, easy.

**TRIUMPHANT**--semi-double.

**UNCLE JULES**--violet blue, double.

35¢ OUT OF 2½ IN. POTS

## Magenta "Red" Group

ANITA--giant double, good.  
ANNA--double flowers, one of the finest fuchsias  
ANNA ROTH--wine red, double, strong grower.  
AURORA SUPERBA--nearest to yellow.  
BEAUTY OF EXETER--double, soft rose.  
BO PEEP--compact, bushy, free blooming, medium flower  
CALIFORNIA--bright orange, grows into a fine standard.  
CHANG--single, brilliant orange, rapid grower, medium flowers.  
CIGARETTE--bushy habit, pink corolla, tipped gray, novelty.  
CLARION--Rose Bengal, double, 1949.  
COLOMBINE--semi-double, Rhodamine Purple a flower of distinction 1949  
DISPLAY--single free flowering.  
GULLIVER--dark rose, single.  
RUBEO--large flowers, very good.  
SHARON--double, dark rose, very good.  
SUNSET--salmon shaded with orange, showy.  
SWANLEY YELLOW--light apricot.

35¢ EACH OUT OF 2½ IN. POTS

## Pastel Group

BABY DOLL--double, Sea Foam type.  
BLUE FLAME--single, vigorous, profuse bloomer, 1948  
FLIRTATION--pale rose, semi-double, beautiful  
GYPSY QUEEN--giant, double, lavender, one of the best.  
MELODY--very light lavender, easy.  
MOTH BLUE--deep lilac blue, 1949  
OREGON TRAIL--single, same color as the Gypsy Queen, distinctive, 1949.  
POWDER BLUE--semi-double, lavender blue  
ROSE OF DENMARK--rose pink, medium size flower.  
SEA FOAM--marbled, dark petunia purple, very good, 1948  
TREASURE--soft lilac, very good.  
WINSTON CHURCHILL--strong grower, double rose pink, bushy.  
WONDER BLUE--real blue, very good.

35¢ EACH OUT OF 2½ IN POTS

## White and Pink

AVIATOR--twisted single sepals, easy grower.

CATALINA--enormous double, easy.

GLADIATOR--double, sepals streaked pink.

YULETIDE--giant double, creamy white, the best double white.

STORM KING--large double.

35¢ EACH OUT OF 2½ IN. POTS

## Whites

AVE MARIA--double, bushy.

MARIONETTE--lovely, double flowers.

WHITE MOST--upright, strong, easy.

JOAN OF ARC--finest double white.

50¢ EACH OUT OF 2½ IN. POTS

## We Also Grow These Varieties

We also grow the following up-right types in limited quantities. All are priced 35¢ each out of 2½ in. pots.

Electra	Patty Evans
Elsa	Phenomenal
Erecta	Pink Perfection
Fanfaze	Pinochio
Forget-Me-Not	Pleromont
Formosissima	Pride of Orion
Fritz Kreisler	Radiance
Frosty	Reiter's Giant
Gardenia	Richard Diener
Gay Senorita	Rosanna
Gloire de Marchi	Rose Queen
Harlequin	Rosette
Heavenly Blue	Sacramento
Henri Poincaire	Santa Monica
Hollydale	Stargazer
Honeymoon	Sunburst
Lavender Beauty	Sunray
Lilani	Sunshine
Macrostemma Alba	Surprise
Molesworth	Susan
Mona Lisa	Symphony
Nancy	Tangerine
New Fascination	Trumpeter
Nonpareil	Uncle Charley
Pan America	

## Pelargoniums

GRAND SLAM--rosy red, light salmon undertone, two or three purple lines heavily weighed.

MINIMUM RETAIL PRICE OF \$1.50 EACH.

CONSPICUOUS--shining oxblood, well named  
SERENE--pink light mauve undertoned, narrow white edging, bushy.

ZULU KING--rosy red, lilac undertoned, top petals dark.

BALLERINA--shell pink, apricot undertoned  
JUNGLE NIGHT--largest and best of the "blacks," sensational.

MINIMUM RETAIL PRICE FOR THE FIVE LISTED ABOVE FOR 1950 IS \$1.00 EACH.

ALICE EASTWOOD--soft rosy pink.

ALL VELVET--five-petaled flower, soft velvet sheen.

BURGUNDY--deep wine red.

BURLESQUE--rose pink, white throat, white edge.

CHINA ROSE--smoky cerise, rose red.

CONGO--all petals veined black.

HARRIETTE--crimson, veined maroon black.

JOHN WINTERMUTE--raspberry-rose overlaid rich maroon, sells itself.

LEADING LADY--near white to apple blossom pink.

QUEEN OF HEARTS--dark rose pink.

RAY KELLOGG--pale pink, flushed strawberry. We recommend this.

RED VELVET--deep wine red, very good.

RHAPSODY--salmon flushed pink, velvety crimson in top petals, finest tri-color.

ROYAL ROBE--dark velvety purple.

SENRITA--rose pink, gay flower.

TROUBADOUR--pale lilac and deep velvet maroon, lilac border.

VALENTINE GIRL--softest shell pink, large flowers, one of the best.

ABOVE VARIETIES OUT OF 2 1/2 IN. POTS.

50¢ EACH

# We Also Grow These Varieties

Azalea	Marie Rober	50¢
City of Oakland	Mary B. Quinlan	50¢
Duchess of Cornwall	Masquerade	
Duchess of Kent	Mrs. Layal	
Edith North	Mrs. Mary Bard	
Empress of Russia	Our Frances	
Gay Nineties	Prairie Fire	
Grace Armstrong	Springtime	
Grandma Fischer	Sue Jarrett	
Innocence	Vagabond	
Little Rascal	Waltztime	

ABOVE VARIETIES OUT OF 2½ IN. POTS  
35¢ EXCEPT AS NOTED.

## Ivy Leaved or Trailing Geraniums

ALLIANCE--double lilac.

BUTTERFLIES--single, orchid.

EL GAUCHO--double bright rose cerise,  
fully double.

INTENSITY--semi-double, deep orange  
scarlet.

JEANNE d'ARC--single, faintest lilac.

JOSEPH WARREN--double rose, violet purple,  
the best.

LEOPARD--semi-double orchid, pink spotted,  
red, popular.

MADAME MARGOT--single white and faintest  
lilac.

MRS. H. J. JONES--double deep rose pink,  
carnation like.

PINK ALLIANCE--double, beautiful, deep  
pink, large umbels of large flowers.

SALMON ENCHANTRESS--sport of Princess  
Victoria.

SNOWDRIFT--double white, very good.

50¢ EACH OUT OF 2½ IN. POTS.

ANY 6 FOR \$2.50.

WE ALSO OFFER OUT OF 2½ IN. POTS. FOUR  
COLORS. WHITE. PINK. RED AND LAVENDER.  
20¢ EACH. 6 FOR \$1.00.

UNUSUAL GERANIUMS--cactus-flowered Pink  
Poinsettia, 50¢ each.

NOEL--pure white cactus flowered, \$1.00  
each.

## Variegated Leaved Geraniums

50¢ EACH OUT OF 2½ INCH POTS.

HAPPY THOUGHT--light green leaf, yellow center.

MOUNTAIN OF SNOW--silvery green with a pure white border.

MRS. POLLOCK--green center, irregular zone of salmon green, edged with yellow.

We also grow: Miss Burdette Coutts, Mrs. Cox, Roderick Dhu, Prince Rupert. Prices upon request.

IN ADDITION WE GROW IN LIMITED QUANTITIES Bougainvillea, Honeymoon, Apple Blossom Rosebud, and New Life. Prices upon request.

## Garden Geraniums

35¢ EACH OUT OF 2½ INCH POTS.

BETTER TIMES--double, deep red.

CALIFORNIA BEAUTY--double pink, white center.

FLAME--single, bright red.

MADONNA--double white.

SALMON SUPREME--semi-double, apricot salmon

## On Display

WE MAINTAIN GROWING PLANTS OF ALL OUR FUCHSIAS FOR DISPLAY PURPOSES AND OUR SHADE GARDEN IS IN FULL COLOR FROM MAY TILL LATE IN THE FALL. OUR FUCHSIAS ARE IN FULL BLOOM ABOUT MID-JULY, AT WHICH TIME WE HOLD A FUCHSIA SHOW OPEN TO THE PUBLIC.

WE ARE GROWING ABOUT 200 VARIETIES, MOST ALL OF WHICH ARE THE NEWEST INTRODUCTIONS. WE, AS WELL AS YOU, STILL FAVOR SOME OF THE OLDER ONES, TOO BECAUSE, IN THEIR CLASS, THEY ARE STILL TOPS.

# 1950 INTRODUCTIONS

AUNT JULIANA (Hanson) Sport of Uncle Jules, pale lavender blue flowers. A sensational mate to Uncle Jules.

BLUE BONNET (Hodges) Single, purple blue, veined red, basket type.

CRINOLINE (Reiter, Jr., Pat.) Puffy double exquisite rose, larger and similar to Seventeen, upright.

DU BARRY (Tiret, Pat.) Double purple, heavily marbeled, upright.

FLYING CLOUD (Reiter, Jr., Pat. 1949) One of the finest and easiest of the double whites, a mass of blossoms, 1949.

LA BIANCA (Tiret, Pat.) Single white, sepal white, tipped green, medium flowers.

MISS CALIFORNIA (Hodges) Semi-double, white, pink glow inside, pink sepal, useful for basket.

NEW HORIZON (Reiter, Jr., Pat.) Light blue petals and pale rose sepals delicately beautiful.

NIOBE (Reiter, Jr., Pat.) Cascade type only semi-double, vigorous tumbling habit. Should make wonderful basket.

ROULETTE (Reiter, Jr., Pat.) Fully double, sepals pale rose, fading to white, intense, very good in warmer sections, may be used as a basket.

SWINGTIME (Tiret) Corolla milky white, double, tube and sepals shiny red, early and free blooming, basket type.

PRICE OF ALL OF THE ABOVE FOR THE ENTIRE SEASON OF 1950. \$1.00 EACH. 6 FOR \$5.00. OUT OF 2½ INCH POTS.

PROPAGATION OF PATENTED VARIETIES PROHIBITED.



## Basket Type

AMERICA--single orange red.  
AUTUMNALE--colored foliage.  
BLUE PENDANT--light blue, a must, 1949.  
BOUFFANT--pink and white, twisted, very fine, 1949.  
BUBBLE HANGER--single rose, easy.  
BUTTERFLY--single, giant blossoms, showy  
CASCADE--carmine and white, natural trailer, popular.  
CLARET CUP--deep magenta.  
CREOLE--shining ox blood, a must, 1949.  
CRESCENDO--turkey red.  
FALLING STAR--scarlet, showy.  
GLORIOUS--brilliant rose, large.  
HALLOWEEN--large single, deep rose.  
INCA MAIDEN--semi-double, violet pink, hardy.  
JACK SHAHAN--single rose, bengal, easy grower, good.  
MANTILLA--single, long tubular flowers.  
MARINKA RED--very hardy, showy.  
MRS. GEORGE MARTYN--golden variegated leaves, sport of Prince of Orange.  
MRS. VICTOR REITER--creamy white and crimson, very showy.  
MURIEL--single, rosy lilac.  
PINK BALLOON--pink and white.  
PROCUMBENS--small yellow flowers, profuse bloomer, novelty.  
RED SPIDER--double red.  
SAN FRANCISCO--long single, salmon rose.  
SAN MATEO--large double violet, splashed with pink.  
SAN PABLO--sport of San Mateo, a must.  
SEVENTEEN--double, light pink.  
SUPER BRITISH--red and white, very showy, one of the best.  
THE DOCTOR--single, salmon pink.  
UTOPIA--large single, crimson, one of the best.  
VALENTINE--semi-double, light purple, very good.  
VICTORY--semi-double, carmine.

35¢ EACH

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### SPECIAL OFFER

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TO ACQUAINT YOU WITH THE HIGH QUALITY OF OUR FUCHSIAS, WE OFFER--6 PLANTS FROM 2½ INCH POTS. OUR SELECTION, FOR \$2.00. POSTPAID IN THE U.S.A.

## Sales Tax

ALL ORDERS IN CALIFORNIA ADD 3% SALES TAX--ORDERS FROM 15¢ TO 42¢ ADD 1¢; 43¢ TO 73¢ ADD 2¢ TAX; 74¢ TO \$1.12 ADD 3¢ TAX; \$1.13 TO \$1.49 ADD 4¢ TAX; AND FOR EACH 37¢ ADDITIONAL 1¢ TAX. ORDERS SHIPPED OUTSIDE CALIFORNIA ARE NOT SUBJECT TO THIS TAX.

## Shipping

IN ACCORDANCE WITH THE GENERAL POLICY IN THE NURSERY TRADE, ALL ORDERS WILL BE SHIPPED RAILWAY EXPRESS, COLLECT, UNLESS POSTAGE ACCOMPANIES THE ORDER, EXCEPT OUR SPECIAL OFFER OF 6 PLANTS, OUR CHOICE, FOR \$2.00 WHICH WILL BE POSTPAID IN THE U.S.A. TO AVOID WEEK-END DELAY, ORDERS WILL BE SHIPPED ON THE MONDAY FOLLOWING RECEIPT. WE ARE NOT RESPONSIBLE FOR THE SAFE ARRIVAL OF PLANTS AFTER THEY HAVE BEEN ACCEPTED IN GOOD ORDER BY THE CARRIER. CLAIMS FOR DAMAGE IN TRANSIT SHOULD BE FILED WITH THE CARRIERS ON DELIVERY. NO CHARGE FOR PACKING OR CRATING.

PRICES QUOTED ARE ON WELL-GROWN, BUSHY PLANTS FROM 2½ INCH POTS. WE DO GENERALLY HAVE WELL-GROWN PLANTS FROM 6-INCH POTS IN BUD OR BLOOM RANGING IN PRICE FROM \$1.00 TO \$2.00. ACCORDING TO VARIETY AND SIZE--MAY BE SHIPPED SAFELY ANYWHERE.

SINCE WE ISSUE A CATALOGUE ONLY ON FUCHSIAS AND A FEW GERANIUMS AND PELARGONIUMS, BUT CARRY A GENERAL LINE OF NURSERY STOCK, WE WELCOME YOUR INQUIRIES REGARDING OTHER ITEMS--ALWAYS GLAD TO SERVE YOU.

## Visit Our Gardens

VISIT OUR GARDENS--WE MAINTAIN SPECIMENS OF ALL FUCHSIAS GROWING IN THE NURSERY FOR DISPLAY OF BLOOM. AND A VISIT TO OUR NURSERY DURING THE SUMMER WILL ACQUAINT YOU WITH THE POSSIBILITIES OF BLOOM. IT'S A SIGHT WORTH SEEING. YOU ARE WELCOME AT ANY TIME.

CALIFORNIA

# FUCHSIAS

*from the Gardens of . . .*

JOE PLUMMER

115 CHORRO STREET

SAN LUIS OBISPO, CALIFORNIA

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## CONTENTS MERCHANDISE

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